

What is claimed is:

1. A method comprising:

writing electronic information to an optical disk on a binding line; and

5 associating the written optical disk with a printed product on the
binding line.

2. The method of claim 1 wherein the optical disk includes at least one of
a CD, CD-ROM and DVD.

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3. The method of claim 1 and further including printing personalized
indicia on the printed product in response to what was written to the optical disk.

15 4. The method of claim 3 wherein the step of printing personalized
indicia occurs after associating the optical disk with the printed product.

5. The method of claim 3 wherein the step of printing personalized
indicia occurs before associating the optical disk with the printed product.

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6. A method comprising:

reading electronic information from an optical disk on a binding line;

and

associating the optical disk with a printed product on the binding line.

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7. The method of claim 6 wherein the optical disk includes at least one of
a CD, CD-ROM and DVD.

8. The method of claim 6 and further including printing personalized
indicia on the printed product in response to what was read from the optical disk.

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9. The method of claim 8 wherein the step of printing personalized
indicia occurs after associating the optical disk with the printed product.

10. The method of claim 8 wherein the step of printing personalized indicia occurs before associating the optical disk with the printed product.

5 11. A method comprising:
 reading electronic information from an optical disk on a binding line wherein the optical disk has been electronically written offline with respect to the binding line; and
 associating the optical disk with a printed product on the binding line.

10 12. The method of claim 11 and further including printing personalized information on the printed product based on the information read from the optical disk.

15 13. The method of claim 11 and further including assembling the printed product based on the information read from the optical disk.

14. The method of claim 11 wherein the information read from the optical disk includes personalized information.

20 15. A method comprising:
 writing electronic information to an optical disk on a finishing line;
 delivering a printed product to the finishing line;
 printing on the printed product based upon the electronic information written to the optical disk; and
 associating the printed product and the optical disk on the finishing line.

25 16. The method of claim 15 wherein the printing is performed after the optical disk is associated with the printed product.

30 17. The method of claim 15 wherein the optical disk is secured to the printed product.

18. A method comprising:
reading electronic information to an optical disk on a finishing line;
delivering a printed product to the finishing line;
printing on the printed product based upon the electronic information
5 read from the optical disk; and
associating the printed product and the optical disk on the finishing
line.

10 19. The method of claim 18 wherein the optical disk is written with the
electronic information off-line with respect to the finishing line.

20. The method of claim 18 wherein the electronic information is
personalized information.

15 21. A method comprising:
writing electronic information to an optical disk on a binding line;
delivering a plurality of printed products to the binding line based upon
the information written to the optical disk; and
associating the printed product and the optical disk on the binding line.

20 22. A method comprising:
reading electronic information from an optical disk on a binding line;
delivering a plurality of printed products to the binding line based upon
the information read from the optical disk; and
associating the printed product and the optical disk on the binding line.